**Syllabus**

**Subject:** MARKETING SIMULATOR

**Degree:** Titulación Superior en Dirección de Marketing y Gestión Comercial

**Academic year:** 2012/2013

<table>
<thead>
<tr>
<th>Teachers:</th>
<th>Alberto ALCALDE</th>
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<tbody>
<tr>
<td>Period of classes and year:</td>
<td>Semester 2 , 4th Year</td>
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<td>Type of course:</td>
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<td>Language in which the course will be taught:</td>
<td>English</td>
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<tr>
<td>No. Of credits:</td>
<td>1,5</td>
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<td>Hours per week:</td>
<td>1</td>
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Department of Marketing Management

Updated september 2012
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1. Teachers’ Contact details

Alberto Alcalde  alberto.alcalde@esic.edu

2. Description of the subject

This course is structured around a Marketing Simulator where the students, in groups, should analyse the business situation and market of a given product to set goals and budgets on a established period.

Based on these goals marketing decisions are made so the model will generate the simulation of the market based on joint decisions of all teams and will provide the "output", which will serve as a basis for the following decision. An overall of 8 decisions throughout the course.

3. Subject Goals

1. Analyze the market situation.
2. Budgeting.
3. Implementation of the decisions over the marketing variables.

4. Skills
Students will put into practice both general and specific skills:

1. - Understand market dynamics and the impact of decisions on the results of the company.
2. - Teamwork and negotiation skills.
3. – Market information analysis. Discriminate its relevance and usefulness, and build global relationships that enables correct decision-making.
4. - Assumption of corporate responsibility by students to address both the results and management that allows each decision process

5. Methodology

Working phases during the development of the subject:

Initial phase: Students receive prior information that will reveal the model's simulation, as well as in market issues that must be considered.
**Start-up phase:** students will form working groups and take initial decisions, product and company.

**Launch phase:** groups will establish the strategic plan of action for 8 periods of decision, as well as the operating budget for the first year.

**Growth phase:** At a rate of a decision a week groups will be taking different decisions, and receiving information of model output, enabling them to go take each of the decisions.

**Conclusion phase:** students must prepare a global report of the different decisions that have been taken, so that it reflects, both goals that have established for each of the periods as well as actual levels of achievement. Finally, a report of the main learnings obtained in the use of the Simulator, and the areas of improvement if considered..

**Teaching content of regular classes:**

During the regular class will proceed to the following objectives:
1. Teacher will show a brief report of present situation of the game.
3. Each session during the growth phase will be presenting the budget and actual for each of the decisions, as well as performance planned for the next period.

**Contents of the extraordinary session:**

A 2-hour of all groups together meeting is scheduled for the beginning of the subject.

**Data transfer:**

There are enabled in eriete spaces for Exchange files while running the subject. To those workspaces will appoint each of the members of the market. Students, on the established dates, must locate in their workspace the files corresponding to the decisions taken, and over a period of 48 hours will receive output data that will enable them the following decision-making process.

**6. Source Material**

The course will be implemented relying on the QUANTUM model of Marketing simulation.

This model has the following supporting materials.
1. Learning Guide, available to students in the classrooms of work.
2. Student Software, available for students at eriete.
7. Practical Coursework

The subject is established 100% around the subject practice.

8. Evaluation Process

4.1. Assessment will be continuous encompassing both coursework, participation in class and examination.

4.2. Attendance will not count towards students’ grades but a minimum attendance of X% is necessary for be considered for a pass. “Good conduct” is expected but will not be rewarded as such in students’ grades.

4.3. Practical Coursework: deliveries of the different decisions will be binding and on the dates indicated and established as an irremovable manner. In case of not deliver decisions within the prescribed period, will be established that the decisions of the group for that period in all its variables are equal to 0

4.4. Final Assessment: The final evaluation shall take into account three valuations.

1. The average generated by the simulation model, based on the different ratios evaluated by the model taken into account media outcomes in the four latest decisions.

2. The final presentation of the findings after eight decisions.

3. Personal assessment of the teacher on the based on the student performance.
9 Subject Programme

a. Course Detail
   1. Introducing QUANTUM model.
   2. Strategy and Budgeting.
   4. Decision making.

b. Course Development
5. Recommended Reading

QUANTUM Student Handbook.

Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.